

## SUMMARY OF CLAIMED SUBJECT MATTER

The claimed subject matter generally involves a process that can be used to identify individuals who have a significant probability of affecting the decisions of others (so-called “influentials”) using only demographic information. In general, this process involves identifying informational data common to these individuals that is not normally associated with a person being considered influential (“non-influential” informational data). *Cl. App. B*, at 4:17-21. Despite the fact that this data is not normally associated with a person being influential, the claimed subject matter provides for the application of this non-influential informational data to identify likely influentials in the population at-large. *Id.* at 4:21-23. In addition, because the non-influential informational data consists of pre-existing demographic information, this process can be used to identify influentials using publicly available demographic information *alone*, and without having to repeatedly administer targeted, behavioral surveys to individual populations. *Id.* at 4:23-5:3.

Independent claims 1 and 6 are directed to methods for identifying from demographic data those individuals in a population that have a greater probability of influencing the choices made by others. According to the claimed methods, demographic data is obtained for a first population of individuals who have been classified as being either influential or non-influential, such as through the use of questionnaires. *Id.* at 16:14-20, 17:15-20. From the demographic data, a plurality of predictive variables are identified that correlate to an individual being classified as an influential. *Id.*, at 18:10-19. These predictive variables – which are based on demographic data – are then validated to determine a final set of predictive variables and to create a scoring algorithm. *Id.*, at 19:19-23. This scoring algorithm is then applied to demographic data for a second population to identify individuals in the second population that have a high probability of being influential. *Id.*, at 20:1-16. Additionally, the method of claim 6 comprises reformatting the plurality of predictive variables into numeric representations of gains. *Id.*, at 7:15-8:8.